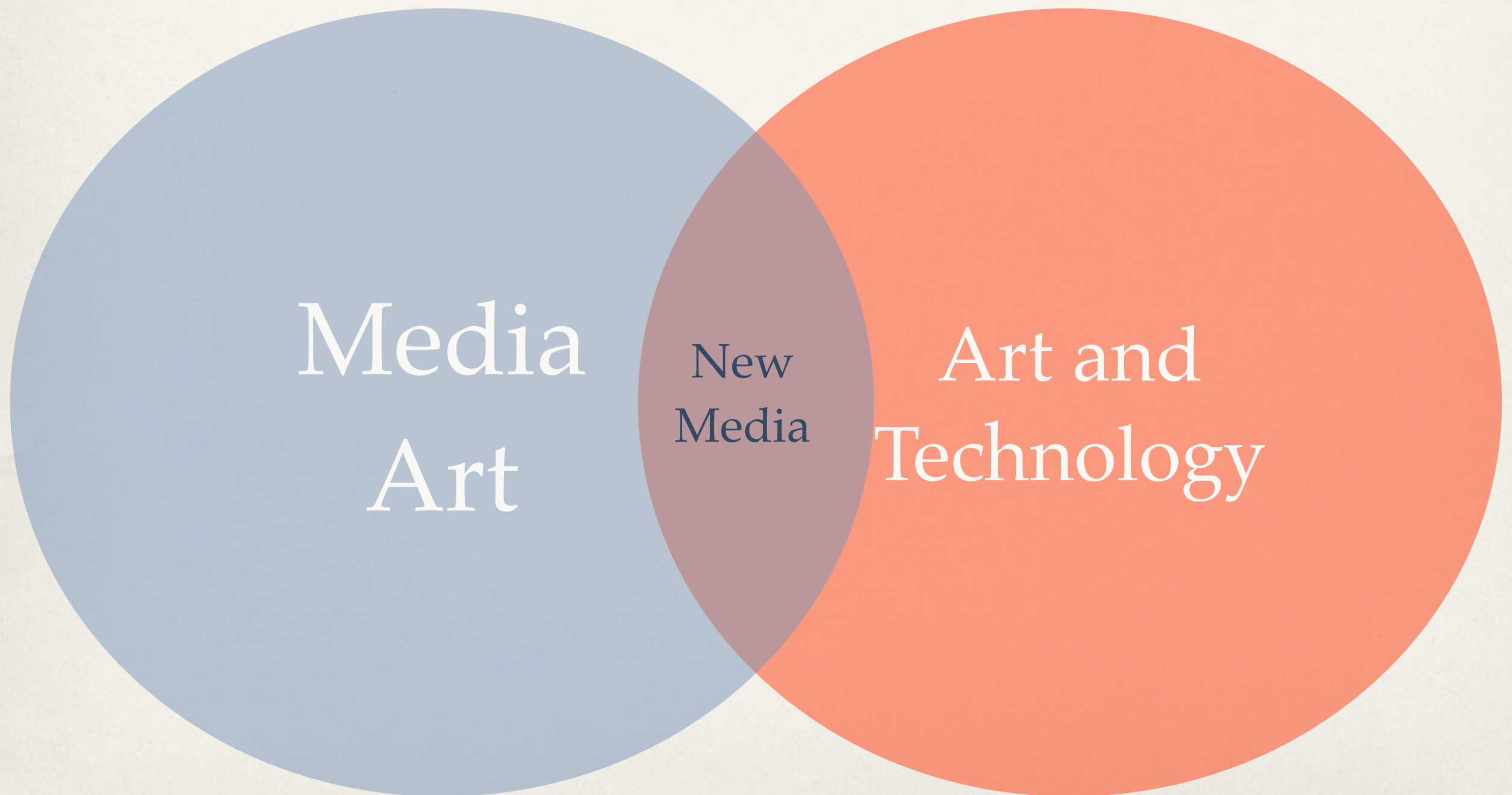


New Media

- ❖ Sometimes called:
- ❖ Digital art
- ❖ Electronic art
- ❖ Multimedia art

New Media Art



Media Art

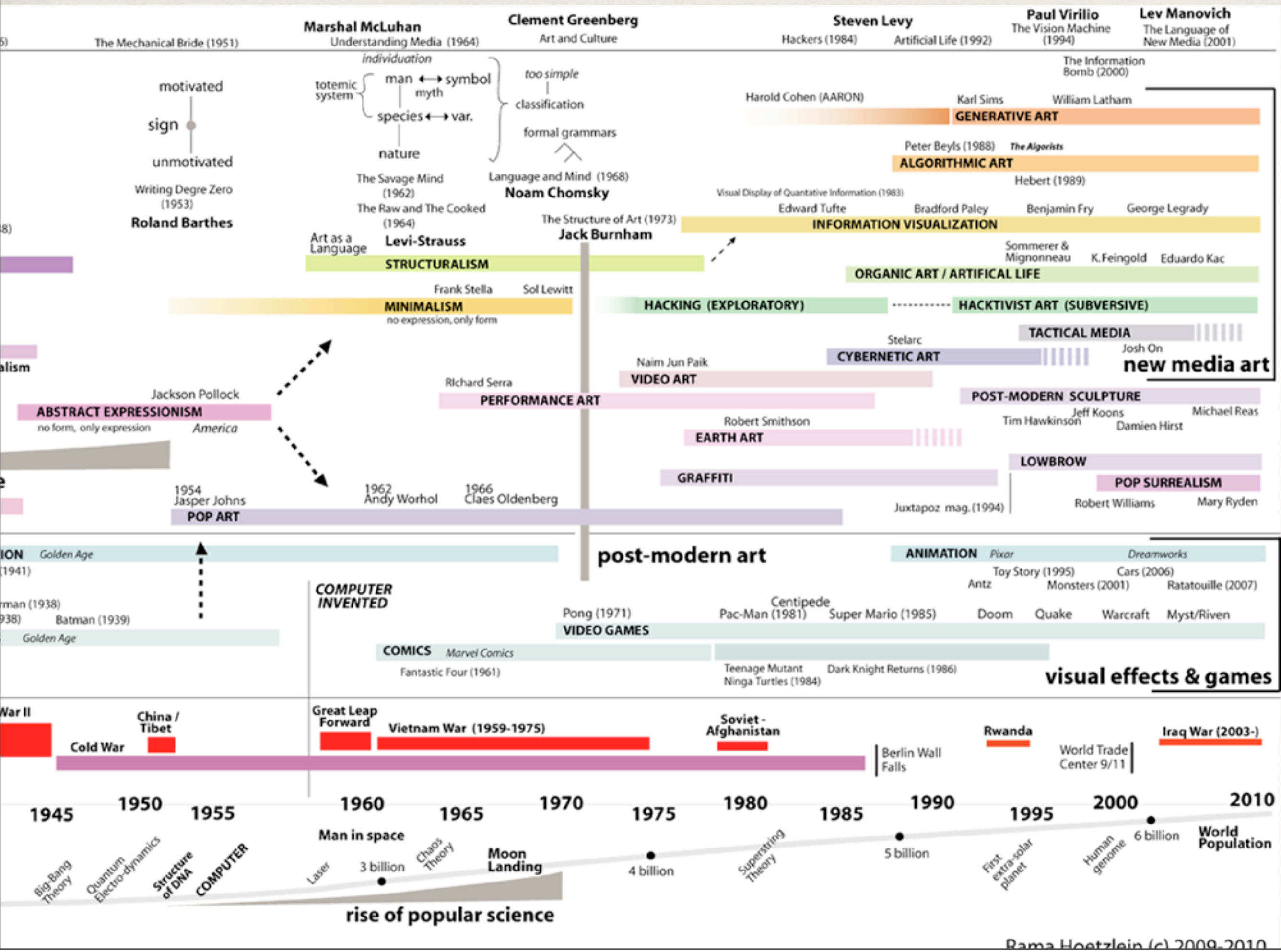
- ❖ Relates to Mass Media and Popular Culture
- ❖ Means of making and transmission is conceptualized in the work
- ❖ Includes:
 - ❖ Video Art
 - ❖ Experimental film
 - ❖ Sound Art
- ❖ Stems from Postmodern and Conceptual art

Technology and Art

- ❖ Practices such as Electronic art, Robotic art, and Genomic art
- ❖ Involve technologies which are new but not necessarily media-related

History

- ✧ 1960- First use of the term “Computer Graphics”
- ✧ 1961- *Spacewar*- 1st computer game
- ✧ 1963- First use of “Hypertext” and “Hypermedia”
- ✧ 1988- Photoshop developed
- ✧ 1993- Start of “dot com” boom
- ✧ 1994- First commercial browser- Netscape
- ✧ 1990s- Rise of the Internet
- ✧ 2000s- Web 2.0 and social media



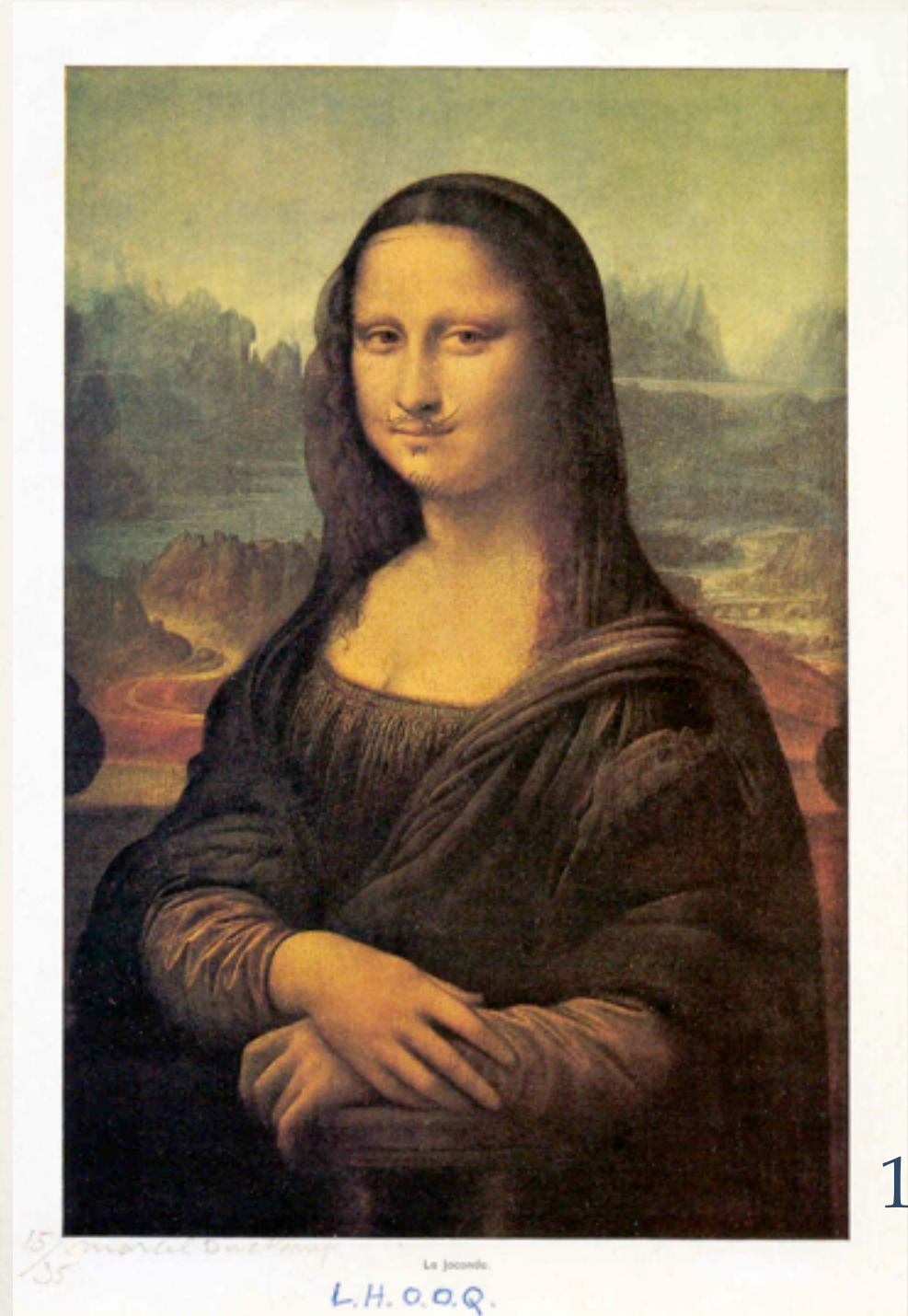
Art Historical Antecedents

- ❖ Dada
- ❖ Performance
- ❖ Conceptual art
- ❖ Video art
- ❖ minimalism
- ❖ postmodernism

Appropriation, Recontextualization



1917



1919

Pop Art- Mass media



Roy Lichtenstein, *M-Maybe*, 1965

Performance/Everyday Life



Kaprow, *Jam*

JUNE 16, 1966

On Kawara

Video Art



Serra / Holt
Boomerang



Joan Jonas
Vertical Roll

Some Examples

- ❖ <http://wwwwwwwwwwww.jodi.org/>
- ❖ <http://netflag.guggenheim.org/netflag/>
- ❖ <http://unfoldingobject.guggenheim.org/>
- ❖ <http://www.easylife.org/desktop/>
- ❖ <http://adaweb.walkerart.org/project/holzer/cgi/pcb.cgi?survival>
- ❖ <http://www.teleportacia.org/war/wara.htm>
- ❖ <http://potatoland.org/shredder/>

Some Examples

- ❖ <http://www.citi.columbia.edu/amnoll/CompArtExamples.html>
- ❖ http://www.willpap-projects.com/Docus/Projects_List/MainProjectsFrameset.html
- ❖ <http://eatock.com/project/daniel-eatock/>
- ❖ <http://www.computersclub.org/>